

**CAUTION**

**LEAD FREE COMPLIANCE**

**Effective Jan. 4, 2014**

**Are You Prepared?**



## Are You Ready for Lead Free 2014?

On January 4, 2014 the "Reduction of Lead in Drinking Water Act" becomes effective. This new law mandates that any products that come in contact with drinking water must contain less than 0.25% Lead. It covers all devices at the point of use that are intended to dispense water for human consumption. This is a much stricter mandate than the current federal requirement which allows a lead content of up to 8%. After January 4, 2014 it will be illegal to sell or install products that do not adhere to the new requirement.

Decades ago, lead was introduced to bronze and brass alloys to aid in manufacturing and enhance machinability. The faster cycle time makes lead a positive factor for reducing the cost of machining parts out of bar stock and reducing the energy consumption of machining. Currently over 90% of the bronze and brasses contain lead. This new mandate will significantly affect bronze and brass components and companies manufacturing, supplying, and installing them.

With over 100 years of experience National Bronze Mfg. is a leader in the production of bronze and brass products. We are your single source for lead free bronze products, including both the raw bar stock as well as fully machined components. This exposure to a wide product range gives us a unique breadth of knowledge on this subject.

This change is coming fast and failure to plan is not an option. Don't wait too long to start the transition because delays may ultimately be costly. Your business must begin transitioning now in order to ensure success in the years to come. To help you protect your business we have developed a 3 step approach to transitioning to lead free products and continue to remain compliant.

**These steps are:**

**Plan**  
**Partner**  
**Protect**



## Step 1: Plan

- Understand how the new regulation affects your current product line.
- Educated yourself on the various lead free bronze and brass alternative alloys and their various characteristics. Each lead free technology has costs beyond the basic raw material to consider.
- Develop a material strategy based on your businesses needs and limitation. Proper planning and compliance will shape your success or failure for years to come.

## Step 2: Partner

- Team up with quality manufacturers and suppliers who completely understand the lead free products and implications of the new law. The new law changes both the material and manufacturing processes for bronze and brass products. Inexperienced suppliers may take shortcuts that could lead to product failures and deficiencies.
- Work with reputable manufacturers and suppliers to ensure the products you sell start from high quality materials and processes.

Selecting lead free materials is not as simple a process as it would seem. There are many options available each with its own set of limitations. You must choose an alternative that allows you to comply with the new law while at the same time being mindful of material suitability and product cost.

## Step 3: Protect

Many businesses incorrectly believe that manufacturers or suppliers are the only ones at risk when making false claims of a product's lead free compliance. This could not be further from the truth. The National Law state "products introduced into commerce" must comply with the Reduction of Lead in Drinking Water Act. Distributors selling products that falsely claim to be lead or that are poor in quality could be just as liable as the manufacturer. Violators of the federal law may be subject to monetary penalties, government lawsuits, or civil lawsuits. The law states that legal action can be brought by any individual, corporation, company, association, municipality, state or federal agency. Fines and lawsuits may be just around the corner for those who don't abide by the new law.

You must also protect your business from your competition. Allowing your competition to get ahead of you means running the risk of losing customers and sales revenue.

## Conclusion

For those impacted by the new lead free legislation, making the transition to lead free products can seem overwhelming. Planning your transition and partnering with a manufacturer who understands the impact of the law and challenges of a change this size can greatly ease this process. As a result you will gain confidence that you are protected from any possible negative impacts. Ultimately the goal is to offer products that provide safer clean water for people in the future. So as long as you do your research and put a proper plan in place you can enter 2014 not only lead free, but worry free as well.

For further information on how National Bronze Mfg. can assist your company to transition to lead free product visit [www.nationalbronze.com](http://www.nationalbronze.com) or email [sales@nationalbronze.com](mailto:sales@nationalbronze.com)

